

SERVICE QUALITY IN PRIVATE HIGHER EDUCATION INDUSTRY:  
THE STUDENTS' PERCEPTIONS AND EXPECTATIONS

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## **ABSTRACT**

Higher education has evolved from a public service to a business entity. As other trades in the business world, private higher education institutions need revenue to sustain existence. Revenue can only be gained by offering high quality and competitive service. Determinants of quality need to be identified and these determinants then used as criteria to measure the quality of service delivery of a particular institution. This study looks into the service quality of a private university in Selangor from the perspective of the students. The instrument used in this study is HEdPERF which was adapted from SERQUAL. A group of students from Faculty of Education and Language Studies, Universiti Industri Selangor, a private university owned by the state government of Selangor was chosen to participate in this study. In measuring service quality level, students' expectations and perceptions of the university are solicited. The findings revealed that students are generally dissatisfied with the service delivery of the university especially in the aspect of how the university handles feedback for improvement given by the students. Nevertheless, students are relatively satisfied with the service delivery of the academic staff. It is advisable for private higher institutions to pay heed to students' feedback and provide a proper channel for students to do so. The quality measuring procedures should be practiced at a regular basis by private higher institutions to ensure their service level remain excellent which will help these institutions to maintain its survival.

## ABSTRAK

Pendidikan tinggi telah melalui satu evolusi dari sebuah perkhidmatan masyarakat yg diungguli oleh pemerintah kepada entiti perniagaan. Sepertimana perusahaan lain dalam dunia perniagaan, institusi pendidikan tinggi swasta memerlukan keuntungan untuk meneruskan kewujudannya. Keuntungan hanya boleh diperolehi melalui penawaran perkhidmatan yang bermutu tinggi dan kompetitif. Penanda aras kualiti perlu dikenalpasti dan seterusnya digunakan sebagai criteria bagi mengukur kualiti perkhidmatan yang diberikan. Kajian ini mengenalpasti tahap kualiti perkhidmatan sebuah universiti swasta di Selangor dari perspektif pelajar. Instrumen yang digunakan dalam kajian ini ialah HEDPERF yang telah diadaptasi dari SERVQUAL. Sekumpulan pelajar dari Fakulti Pendidikan dan Pengajian Bahasa, Universiti Industri Selangor, iaitu sebuah universiti swasta dimiliki sepenuhnya oleh kerajaan negeri Selangor telah dipilih untuk mengambil bahagian dalam kajian ini. Untuk mengukur tahap kualiti perkhidmatan, jangkaan dan persepsi pelajar terhadap university telah dikenalpasti. Hasil kajian mendapati secara keseluruhan, pelajar tidak berpuas hati terhadap tahap perkhidmatan universiti terutamanya dalam menangani respon pelajar bagi memperbaiki kualiti perkhidmatan. Walaubagaimanapun, pelajar secara relatifnya berpuas hati dengan mutu perkhidmatan kakitangan akademik. Adalah disarankan kepada institusi pengajian tinggi swasta untuk memberi perhatian secukupnya kepada saranan dan pendapat pelajar dan menyediakan saluran yang bersesuaian bagi mereka menyuarakannya. Prosedur pengukuran kualiti perkhidmatan perlulah dibuat secara berkala bagi memastikan kualiti perkhidmatan berada di tahap yang baik untuk menjamin kewujudan institusi itu berterusan.

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## DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and it is the result of my own work, unless otherwise indicated and acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

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